

Lobbying Firm Registration Statement

(Government Code Section 86104)

Legislative Session 2009 2010 (Insert Years)	CALIFORNIA FORM 601 FAIR POLITICAL PRACTICES COMM. For Official Use Only AMENDMENT 001
1/9	If this is an initial registration, enter the DATE QUALIFIED as a Lobbying Firm: 01/01/2009
NAME OF LOBBYING FIRM: APEX GROUP THE	TELEPHONE NUMBER:
BUSINESS ADDRESS: (Number and Street) (City) (State) (Zip Code) SACRAMENTO CA 95814	FAX NUMBER: (Optional) 916/444-7841
MAILING ADDRESS: (If different than above.)	E-MAIL: (Optional) apex@theapexgroup.net

Type or Print in ink

SEE INSTRUCTIONS ON REVERSE

NAME OF LOBBYING FIRM:

APEX GROUP THE

BUSINESS ADDRESS: (Number and Street)

(City)

(State)

(Zip Code)

SACRAMENTO

CA

95814

MAILING ADDRESS: (If different than above.)

TELEPHONE NUMBER:

FAX NUMBER: (Optional)

916/444-7841

E-MAIL: (Optional)

apex@theapexgroup.net

I Individual Lobbyists

- * List the full name of each partner, owner, officer or employee of your lobbying firm who is a lobbyist. Attach a Form 604 for each lobbyist.
- * Do not list any individual who is separately registered as a lobbying firm or who is employed by a lobbying firm with which you subcontract.
- * If your firm does not have a partner, owner, officer, or employee who qualifies as a lobbyist, state "not applicable."

Please see attached pages

II Lobbyist Employers

- * Use Section A to report each client with whom your firm has a direct contract to provide lobbying services.
- * Use Section B to report lobbying firms with which your firm subcontracts to provide lobbying services and the clients on whose behalf your firm will lobby.
- * Attach a Form 602 for each person identified in Section A or B.

Please see attached pages



Lobbying Firm Registration Statement

Type or Print in ink

CALIFORNIA
FORM

601

FAIR POLITICAL PRACTICES COMM.

NAME OF LOBBYING FIRM:
APEX GROUP THE

2/9

III Statement of Responsible Officer

I am a partner, owner, or officer of the lobbying firm of The Apex Group.

I am the person responsible for filing statements and reports and keeping records required by Chapter 6 of the Political Reform Act (Government Code Sections 81000-91015). I have read and understand the prohibitions contained in Sections 86203 and 86205.

86203. It shall be unlawful for a lobbyist or a lobbying firm to make gifts to one person aggregating more than ten dollars (\$10) in a calendar month, or to act as an agent or intermediary in the making of any gift, or to arrange for the making of any gift by any other person.

"Gift" as used in Section 86203 means a gift made directly or indirectly to any state candidate, elected state officer, or legislative official, or to an agency official of any agency required to be listed on the Registration Statement of the lobbying firm or the lobbyist employer of the lobbyist.

86205. No lobbyist or lobbying firm shall:

(a) Do anything with the purpose of placing any elected state officer, legislative official, agency official, or state candidate under personal obligation to the lobbyist, the lobbying firm, or the lobbyist's or the firm's employer.

(b) Deceive or attempt to deceive any elected state officer, legislative official, agency official, or state candidate with regard to any material fact pertinent to any pending or proposed legislative or administrative action.

(c) Cause or influence the introduction of any bill or amendment thereto for the purpose of thereafter being employed to secure its passage or defeat.

(d) Attempt to create a fictitious appearance of public favor or disfavor of any proposed legislative or administrative action or to cause any communication to be sent to any elected state officer, legislative official, agency official, or state candidate in the name of any fictitious person or in the name of any real person, except with the consent of such real person.

(e) Represent falsely, either directly or indirectly, that the lobbyist or the lobbying firm can control the official action of any elected state officer, legislative official, or agency official.

(f) Accept or agree to accept any payment in any way contingent upon the defeat, enactment, or outcome of any proposed legislative or administrative action.

VERIFICATION

I have used all reasonable diligence in preparing this Statement. I have reviewed this Statement and to the best of my knowledge the information contained herein is true and complete.

I certify under penalty of perjury under the laws of the State of California that the foregoing is true and correct.

Executed On 07/15/2009
DATE

By Tammy Sandoval
SIGNATURE OF RESPONSIBLE OFFICER

Name of Responsible Officer _____
TYPE OR PRINT

Title Manager

Lobbying Firm
Registration Statement
(Government Code Section 86104)

Type or Print in ink

SEE INSTRUCTIONS ON REVERSE 3/9

I Individual Lobbyists

- * List the full name of each partner, owner, officer or employee of your lobbying firm who is a lobbyist. Attach a Form 604 for each lobbyist.
- * Do not list any individual who is separately registered as a lobbying firm or who is employed by a lobbying firm with which you subcontract.
- * If your firm does not have a partner, owner, officer, or employee who qualifies as a lobbyist, state "not applicable."

WILLIAM E. KRAUSS

Lobbying Firm Registration Statement

Type or Print in ink

CALIFORNIA
FORM
601
FAIR POLITICAL PRACTICES COMM.

NAME OF LOBBYING FIRM: APEX GROUP THE	4/9
--	-----

II Lobbyist Employers

SECTION A -- (Continued)

Employer's Name, Address and Telephone Number California Association of Harbor Masters & Port Captains Antioch CA 94509	Effective Date 01/01/2009	Period of Contract Ongoing
Agencies to be Lobbied Legislature; Governor's Office; Dept of Boating & Waterways; State Lands Com - mission; ARB; EPA; Coastal Commission; Dept of Parks & Rec; Dept of Fish & - Game; Resources Agency; SWRCB	Description of Employer's Lobbying Interests Public and private marina related issues	
Employer's Name, Address and Telephone Number California Marine Parks & Harbors Association Antioch CA 94509-7905	Effective Date 01/01/2009	Period of Contract Ongoing
Agencies to be Lobbied Legislature; Governor's Office; Dept of Boating & Waterways; State Lands Com - mission; ARB; EPA; Coastal Commission; Dept of Parks & Rec; Dept of Fish & - Game; Resources Agency; SWRCB	Description of Employer's Lobbying Interests Issues affecting public and private marina ow - ner/operators and individual boat owners	
Employer's Name, Address and Telephone Number Lennox International Inc. Richardson TX 75080	Effective Date 01/01/2009	Period of Contract Ongoing
Agencies to be Lobbied Legislature; Governors Office; Energy Commission	Description of Employer's Lobbying Interests Energy efficiency standards refrigeration	
Employer's Name, Address and Telephone Number Marina Recreation Association Sacramento CA 95814	Effective Date 01/01/2009	Period of Contract Ongoing
Agencies to be Lobbied ARB; EPA; Coastal Commission; Dept of Parks and Rec; Dept of Fish & Game; Resource Agency; SWRCB	Description of Employer's Lobbying Interests Private marina owner/operators	
Employer's Name, Address and Telephone Number NCMA Inc. Oakland CA 94601	Effective Date 01/01/2009	Period of Contract Ongoing
Agencies to be Lobbied Legislature; Governor's Office; Dept of Boating & Waterways; State Lands Com - mission; ARB; EPA; Coastal Commission; Dept of Parks & Rec; Dept of Fish & - Game; Resources Agency; SWRCB	Description of Employer's Lobbying Interests Recreational marine interests	
Employer's Name, Address and Telephone Number Nissan North America Franklin TN 37167	Effective Date 01/01/2009	Period of Contract Ongoing
Agencies to be Lobbied Legislature; Governors Office; BTHA; Franchise Tax Board; ARB; Trade & Com - merce Agency; Dept of Consumer Affairs; EPA; New Motorvehicle Board; DMV	Description of Employer's Lobbying Interests Importation and sales of automobiles	

Lobbying Firm Registration Statement

CALIFORNIA
FORM

601

FAIR POLITICAL PRACTICES COMM.

Type or Print in ink

NAME OF LOBBYING FIRM: APEX GROUP THE	5/9
--	-----

II Lobbyist Employers

SECTION A -- (Continued)

Employer's Name, Address and Telephone Number Turlock Irrigation District Turlock CA 95381-0940	Effective Date 01/01/2009	Period of Contract Ongoing
Agencies to be Lobbied Legislature; Governor's Office; WRA; BTHA; Trade & Commerce Agency	Description of Employer's Lobbying Interests Electric and water utility-related issues	
Employer's Name, Address and Telephone Number UST Public Affairs Inc. Stamford CT 06905	Effective Date 01/01/2009	Period of Contract Ongoing
Agencies to be Lobbied Legislature; Governors Office; Board of Equalization	Description of Employer's Lobbying Interests General business and tobacco-related issues	
Employer's Name, Address and Telephone Number Western Boaters Safety Group Stockton CA 95201	Effective Date 01/01/2009	Period of Contract Ongoing
Agencies to be Lobbied Legislature; Governor's Office; Dept of Boating & Waterways; State Lands Commission; ARB; EPA; Coastal Commission; Dept of Parks & Rec; Dept of Fish & Game; Resources Agency; SWRCB	Description of Employer's Lobbying Interests Safety issues for the recreational marine industry and boating public	
Employer's Name, Address and Telephone Number Western Marine Association Inc. Stockton CA 95201	Effective Date 01/01/2009	Period of Contract Ongoing
Agencies to be Lobbied Legislature; Governor's Office; Dept of Boating & Waterways; State Lands Commission; ARB; EPA; Coastal Commission; Dept of Parks & Rec; Dept of Fish & Game; Resources Agency; SWRCB	Description of Employer's Lobbying Interests Safety issues for the recreation marine industry and boating public	
Employer's Name, Address and Telephone Number Harley-Davidson Motor Company Milwaukee WI 53208	Effective Date 01/01/2009	Period of Contract Ongoing
Agencies to be Lobbied Legislature; Governors Office; BTHA; CHP; DMV	Description of Employer's Lobbying Interests Motorcycle training courses	
Employer's Name, Address and Telephone Number Settlement Funding LLC Boynton Beach FL 33426	Effective Date 01/01/2009	Period of Contract Ongoing
Agencies to be Lobbied Legislature; Governors Office; California State Lottery	Description of Employer's Lobbying Interests California State Lottery - Assignment of Prizes	

Lobbying Firm Registration Statement

Type or Print in ink

CALIFORNIA
FORM **601**
FAIR POLITICAL PRACTICES COMM.

NAME OF LOBBYING FIRM:

APEX GROUP THE

6/9

II Lobbyist Employers

SECTION A -- (Continued)

Employer's Name, Address and Telephone Number California Yacht Brokers Association Oakland CA 94606	Effective Date 01/01/2009	Period of Contract Ongoing
Agencies to be Lobbied Legislature; Governor's Office; Dept of Boating & Waterways; State Lands Com - mission; ARB; EPA; Coastal Commission; Dept of Parks & Rec; Dept of Fish & - Game; Resources Agency; SWRCB	Description of Employer's Lobbying Interests Yacht Brokers	
Employer's Name, Address and Telephone Number Persu Mobility Los Angeles CA 90067	Effective Date 03/01/2009	Period of Contract Ongoing
Agencies to be Lobbied Legislature; Governor's Office; BTHA; CHP; DMV	Description of Employer's Lobbying Interests To continue the interests of three-wheeled ful - ly enclosed motorcycles.	

Lobbying Firm Registration Statement

Type or Print in ink

CALIFORNIA
FORM **601**
FAIR POLITICAL PRACTICES COMM.

NAME OF LOBBYING FIRM:

APEX GROUP THE

7/9

II Lobbyist Employers

SECTION B -- Subcontracted Clients

Name, Address and Telephone Number of Subcontracting Lobbying Firm:

Gladfelty

Sacramento CA 95814

Effective Date of Contract

01/01/2009

Period of Contract

Ongoing

Name, Address and Telephone Number of Client on Whose Behalf Your Firm will Lobby:

California Operators Association

Sacramento CA 95814

Agencies to be Lobbied
Legislature; Governors Office; BTHA; Health & Welfare Agency; ARB; Ind -
ustrial Welfare Commission; Dept of Industrial Relations

Description of Client's Lobbying Interests
Retail sales of fast food products

Name, Address and Telephone Number of Subcontracting Lobbying Firm:

Gladfelty

Sacramento CA 95814

Effective Date of Contract

01/01/2009

Period of Contract

Ongoing

Name, Address and Telephone Number of Client on Whose Behalf Your Firm will Lobby:

California Surety Federation

Sacramento CA 95814

Agencies to be Lobbied
Legislature; Governors Office; BTHA; Dept of Insurance; Dept of General -
Services; Dept of Industrial Relations

Description of Client's Lobbying Interests
Legislation and regulations affecting the sales
and insurability of surety and fidelity bonds.

Name, Address and Telephone Number of Subcontracting Lobbying Firm:

Gladfelty

Sacramento CA 95814

Effective Date of Contract

01/01/2009

Period of Contract

Ongoing

Name, Address and Telephone Number of Client on Whose Behalf Your Firm will Lobby:

c/o Multistate Associates Experian

Alexandria VA 22314

Agencies to be Lobbied
Legislature; GOVERNORS Office; Dept of Consumer Affairs

Description of Client's Lobbying Interests
Credit reporting and privacy issues

Lobbying Firm Registration Statement

Type or Print in ink

CALIFORNIA
FORM **601**
FAIR POLITICAL PRACTICES COMM.

NAME OF LOBBYING FIRM:

APEX GROUP THE

8/9

II Lobbyist Employers

SECTION B -- Subcontracted Clients

Name, Address and Telephone Number of Subcontracting Lobbying Firm:

Gladfelty

Sacramento CA 95814

Effective Date of Contract

01/01/2009

Period of Contract

Ongoing

Name, Address and Telephone Number of Client on Whose Behalf Your Firm will Lobby:

c/o Multistate Associates Association of Settlement Companies The

Alexandria VA 22314

Agencies to be Lobbied

Legislature; Governors Office; Dept of Corporation

Description of Client's Lobbying Interests

Debt Settlement

Name, Address and Telephone Number of Subcontracting Lobbying Firm:

Gladfelty

Sacramento CA 95814

Effective Date of Contract

01/01/2009

Period of Contract

Ongoing

Name, Address and Telephone Number of Client on Whose Behalf Your Firm will Lobby:

Caterpillar Inc.

Peoria IL 61629

Agencies to be Lobbied

Legislature; Governors Office; BTHA; Health & Welfare Agency; EPA

Description of Client's Lobbying Interests

Legislation and regulations affecting emissions control diesel engines and increased transportation

Name, Address and Telephone Number of Subcontracting Lobbying Firm:

Gladfelty

Sacramento CA 95814

Effective Date of Contract

01/01/2009

Period of Contract

Ongoing

Name, Address and Telephone Number of Client on Whose Behalf Your Firm will Lobby:

c/o Multistate Associates S.C. Johnson & Son

Alexandria VA 22314

Agencies to be Lobbied

Legislature; Governors Office; Dept of Pesticide Regulation; Integrated Waste Management Board; ARB

Description of Client's Lobbying Interests

Legislation and regulations affecting household personal care and industrial products

TEXT ANNOTATION

PAGE 1

Schedule F601

Reference No:

Name change from Venture Vehicles to Persu Mobility effective 1/1/09.